



***Sponsorship and Exhibitors Information  
3rd Annual Public Health Information  
Network Conference***

***Exhibit Dates May 10-12, 2005***

***Exhibitor and Sponsor Prospectus***



## **IMPROVING THE PUBLIC'S HEALTH: CONVERGENCE & PARTNERSHIPS IN HEALTH INFORMATION**

### **Overview:**

The 3rd Annual Public Health Information Network Conference, co-sponsored by the Centers for Disease Control and Prevention and the Association of State and Territorial Health Officials and in partnership with the Association of Public Health Laboratories, the National Association of City and County Health Officials, the Council of State and Territorial Epidemiologists, the National Association for Public Health Statistics and Information Systems, the National Association of Health Data Organizations and the National Association of Public Health Information Technology will host approximately 1500 public health and information technology professionals at the Hyatt Regency Atlanta this May 10-12, 2005. We invite you to help make this conference a valuable and successful experience through your sponsorship of various social and professional events. We also encourage you to exhibit a booth highlighting your group/company's expertise and experience in public health information network technologies, services, and solutions.

### **Sponsorship Opportunities**

Sponsorship is an ideal way to stand out from other exhibitors, generate visibility, deliver a personal message of commitment, and communicate support to meeting attendees. PHIN invites corporate support and involvement to increase your marketing effectiveness. This year we are inviting individual vendors or small groups of vendors to sponsor various social and professional events during the conference. We would appreciate your financial support to make the following happen:

- Three continental breakfasts (Tuesday through Thursday) will be served in the Grand Hall for conference attendees. Each continental breakfast will cost approximately \$10,000.
- Six thirty-minute breaks during the conference where light refreshments will be served in the Grand Hall for conference attendees. Each break will cost approximately \$10,000.
- One two-hour networking buffet lunch on Wednesday served for all conference attendees. The buffet lunch will cost approximately \$60,000.
- One two-hour reception on Tuesday with a cash bar and a buffet of hot and cold appetizers available for all conference attendees. The reception will cost approximately \$70,000.
- A 20-computer Cyber Café in the Grand Hall where conference attendees can access email and browse websites during the regular conference hours. The Cyber Café will cost \$20,000.
- Keynote speakers will be presenting timely talks about PHIN-relevant topics. Conference organizers and sponsors will review keynote speakers before being finalized. Their travel costs, speaker's fees, and lodging can be sponsored at approximately \$5,000 to \$25,000 per speaker.

- Badge-Holder Necklaces will be provided for every attendee. The badge will include the sponsor name, website and phone number. The cost of badge holders will be approximately \$4,000.
- Pens will be provided in the conference bags. These will cost \$5,000.

## **Benefits for Sponsors**

Sponsorship for each of the above events will be listed prominently in the conference proceedings. In addition, when appropriate, at the beginning of each of the events a PHIN representative will acknowledge the support of the sponsor to those attending. Signage identifying the sponsor of the event will be placed at the event. There will also be sponsor ribbons for staff attending the conference. Those sponsors who support the Cyber Café will also have top priority for selecting booth space immediately adjacent to the Cyber Café.

## **Sponsoring an Event**

All monies for sponsorships are being handled by Hachero Hill. Please use the Event Sponsorship Form to send your event sponsorship request to Brenda Baker via FAX to 239-656-0927. We would prefer you collaborate with other possible vendors to sponsor an entire event, but if you cannot coordinate such collaboration, CDC will combine individual sponsorships to cover the costs of each event. Please note that sponsorships of activities will be done on a “first come, first served” basis.

## Event Sponsorship Form **Deadline for Submission: April 15, 2005**

Please print clearly when completing the form. Fax the completed form to 239-656-0927.

Please check Your Sponsorship Level and Number of Events you are willing to sponsor. Compute your subtotal, 5% processing cost, and grand total. If the event is already completely sponsored we will contact you to arrange for another sponsorship.

Event	Event Cost	Your Sponsorship	Number of Events	Your Costs (Sponsorship x Number)
Continental Breakfast	\$10,000	<input type="checkbox"/> Complete (\$10K) <input type="checkbox"/> 1/2 (\$5K) <input type="checkbox"/> 1/4 (\$2500)	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3	
Morning or Afternoon Break	\$10,000	<input type="checkbox"/> Complete (\$10K) <input type="checkbox"/> 1/2 (\$5K) <input type="checkbox"/> 1/4 (\$2500)	<input type="checkbox"/> 1 <input type="checkbox"/> 2 <input type="checkbox"/> 3 <input type="checkbox"/> 4 <input type="checkbox"/> 5 <input type="checkbox"/> 6	
Buffet Lunch	\$60,000	<input type="checkbox"/> Complete (\$60K) <input type="checkbox"/> 1/2 (\$30K) <input type="checkbox"/> 1/4 (\$15K)	<input type="checkbox"/> 1	
Evening Reception	\$70,000	<input type="checkbox"/> Complete (\$70K) <input type="checkbox"/> 1/2 (\$35K) <input type="checkbox"/> 1/4 (\$17.5K)	<input type="checkbox"/> 1	
Cyber Café	\$20,000	<input type="checkbox"/> Complete (\$20K) <input type="checkbox"/> 1/2 (\$10K) <input type="checkbox"/> 1/4 (\$5K)		
Badge-Holder Necklaces	\$4,000	<input type="checkbox"/> Complete (\$4,000)		
Notepad Folio	15,000	<input type="checkbox"/> Complete (\$15,000)		
Pens	\$5,000	<input type="checkbox"/> Complete (\$5,000)		
Keynote speaker(s)	\$5,000-25,000	Amount = \$ _____		
			Sub Total	
			Processing Fee (5%)	
			Grand Total	

## **Exhibitor Facts - Reserve your space now!**

Commercial/For profit vendors:

\$1,500 (USD) per 8'x10' (2.5Mx3M) booth in Area A (see floor layout for Area designation)

\$1,250 (USD) per 8'x10' (2.5Mx3M) booth in Area B (see floor layout for Area designation)

Government/Non-profit vendor:

\$750 (USD) per 8'x10' (2.5Mx3M) booth in Area A (see floor layout for Area designation)

\$500 (USD) per 8'x10' (2.5Mx3M) booth in Area B (see floor layout for Area designation)

This year we are providing modular booth space in the Grand Hall (spaces available in units of 8' x 10'). Exhibitors can purchase more spaces to create a larger booth for their display. Each of the booth spaces will be professionally prepared for you by an exposition company with one 6' table draped, 2 side chairs, a wastebasket, an 8' high back drape and 3' high side draped side rails, and one 7" x 44" standardized identification sign with your specified company or group name.

Since the continental breakfasts and breaks will be served in the rear of the Grand Hall, and the Cyber Café is also located in the Grand hall, conference participants must travel through the booth exhibition area to reach these events.

Exhibitors who wish to have one or more Internet connections can contact Rich Newton (Core Communications) at 678-234-8007 or complete and return the Internet request form that is included. It is recommended you book these arrangements at least 2 weeks in advance so that you are ensured to have Internet connectivity at the beginning of the conference.

### **Benefits of Booth Exhibition:**

- One complimentary conference registration with access to all sessions
- Two complimentary exhibit-hall-only passes for booth staff
- Complimentary attendance at the reception
- The PHIN Exhibitor's List will be distributed to each Conference registrant as part of the final program. Exhibitor's name, address, booth number(s) and description of product/service(s) will be highlighted.
- Complimentary breaks and continental breakfasts
- Complete directory of conference attendees

## **Requesting an Exhibit Area for a Booth**

Companies that wish to request exhibit space should complete the exhibit space Application and Contract and return it to:

**2005 PHIN Exhibits Manager**  
**13180 North Cleveland Avenue**  
**Suite 132**  
**Fort Myers, Florida 33903**  
**Phone: (239) 656-0935**  
**Fax: (239) 656-0927**  
**[brendabaker@conferencemanagers.com](mailto:brendabaker@conferencemanagers.com)**

All contracts must be accompanied by a 50% deposit. Contracts received after 15 April 2005 must be accompanied by full payment. Please make checks payable to ASTHO in US funds drawn through a US bank. Every effort will be made to assign all booth locations in accordance with each exhibitor preference. Assignments will be made on a first-come, first-served basis based upon the receipt of the completed exhibitor application and applicable deposit of booth fees. CDC reserves the right to rearrange booths within an area to accommodate all exhibitors.

Balance of payment is due on 15 April 2005. If full payment is not received by that date, PHIN reserves the right to cancel the exhibit space without refunding the deposit and/or moving said exhibitor to a different booth location at PHIN's discretion. Cancellation or reassignment of space will be communicated in writing to the designated exhibitor contact.

Exhibitors who cancel all or part of purchased booth space on or prior to April 15, 2005 will forfeit and pay the 50% deposit. Any exhibitor who cancels after April 15, 2005 will forfeit and pay as liquidated damages the full booth fee. In the event that fire, strike or other circumstances beyond the control of CDC causes the exhibit to be cancelled, full refund of the exhibit fees will be refunded. All cancellation requests must be submitted in writing to Brenda Baker at [Brendabaker@conferencemanagers.com](mailto:Brendabaker@conferencemanagers.com) or faxed to 239-656-0927.

### **Rules and Regulations**

Terms and conditions of booth rental and occupancy are attached to the Exhibit Space Application and Contract. Please read these rules and regulations completely before signing the contract. Signature on the contract indicates that the exhibitor agrees to and accepts all terms and conditions as stated.

Exhibitors may register up to two exhibit only personnel per 8'x10' (2.5Mx3M) booth and your company will receive one complimentary full conference registration. Please include the names of these representatives on the Exhibitor Space Application and

Contract. Additional representatives will need to register as a participant at [www.cdc.gov/phin](http://www.cdc.gov/phin). "Badge Swapping" is not permitted. Exhibitor badges allow entry to the Exhibit Hall only.

**Grand Hall Maximum ceiling height is 14' 6"**. If booth exhibit height is an issue, contact GES (see below).

### **Exposition Services**

The exposition company, GES Exposition Services, will mail Exhibitor Service Kits prior to the show. Please read all information contained in the Exhibitor Service Kits. Shipping and handling of show materials, furniture, labor, drayage, electrical, signs and other booth furnishings may be ordered. All charges for additional service are the sole responsibility of the exhibitor.

**GES Exposition Services**  
**265 Peachtree Street, NE**  
**Atlanta, GA 30303**  
**Phone: 404 460-6568**

Please note that even if you are handling all of your materials/equipment by yourself, you should contact the exposition agency to ensure your booth is prepared in your desired manner.

### **Non-Endorsement and Vendor Selection Policies:**

While we encourage and appreciate involvement by vendors and other groups in the 3<sup>rd</sup> Annual Public Health Information Network Conference, any such involvement in sponsorships, booth displays, or other conference activities cannot be construed as an endorsement by the CDC of the vendor company, their professional staff, or their products/services. This policy extends beyond the Centers for Disease Control and Prevention and includes the following organizations and their members:

- Association of Public Health Laboratories (APHL)
- Association of State and Territorial Health Officials (ASTHO)
- Council of State and Territorial Epidemiologists (CSTE)
- National Association of City and County Health Officials (NACCHO)
- National Association of Health Data Organizations (NAHDO)
- National Association for Public Health Statistics and Information Systems (NAPHSIS)
- National Association for Public Health Information Technology (NAPHIT)

Any arrangement for sponsorship of a conference activity or presentation of a booth exhibit does not imply any permanent arrangement or contract with CDC or the organizations listed above. Any funds from sponsorships and vendor booth fees that remain after all conference expenses are paid will be donated to the CDC Foundation.

CDC representatives reserve the right to review and approve/disapprove the appropriateness of individual vendors sponsoring or presenting at the conference (based upon the stated purpose and goals of CDC).

**Exhibitor's Conference Timeline** (All hours are subject to change.)

Date/Time	Booth Activity	Sponsorship Activity
5/9: 10:00AM - 6:00 PM	Setup booths <sup>1</sup>	
5/10 7:00AM - 8:00PM		Continental Breakfast
5/10: Morning		Opening Plenary Speaker
5/10: 10:30 AM-5:00 PM	Exhibit Hall open	
5/10: 10:30 - 11:00 AM		Break
5/10: 3:30 - 4:00 PM		Break
5/10: 6:00 - 9:00 PM		Reception
5/11: 7:00 - 8:30 AM		Continental Breakfast
5/11: 7:00 - 6:00 PM	Exhibit Hall open	
5/11: 10:00 - 10:30 AM		Break
5/11: 12:00 - 2:00 PM		Networking Lunch
5/11: 3:00 - 3:30 PM		Break
5/12: 7:00 - 8:30 AM		Continental Breakfast
5/12: 7:00 - 3:00 PM	Exhibit Hall open	
5/12: 10:00 - 10:30 AM		Break
5/12: 2:30 - 3:30 PM		Break
5/12: 3:00 - 4:00 PM		Closing Plenary Speaker
5/12 3:00 - 8:00 PM	Dismantling of Exhibits <sup>2</sup>	

<sup>1</sup>All exhibits must be installed during these times. No exhibits may be erected during exhibit hours. Space not occupied by 6:00 p.m. May 9, 2005 will be forfeited and the space will be reassigned without refund. <sup>2</sup>Dismantling must not start prior to the close of exhibit hours on Thursday, 12 May at 3:00 pm and materials must leave the floor by 8:00 pm.

**Accommodations**

Reservations should be made directly through:

Hyatt Regency Atlanta

800-233-1234

Make sure to reference the PHIN conference for special rates.

**Additional Questions and Information:**

If you have additional questions, please contact Brenda Baker

Phone: 239-656-0935

Fax: 239-656-0927

Email: [Brendabaker@conferencemanagers.com](mailto:Brendabaker@conferencemanagers.com)

As additional information about the conference becomes available, it will be posted to the following CDC Public Health Information Network website: <http://www.cdc.gov/phin>



# EXHIBIT SPACE APPLICATION AND CONTRACT

## 3rd Annual Public Health Information Network Conference

May 10 - 12, 2005  
Hyatt Regency Atlanta, Atlanta, GA

### Company Information

Company Name \_\_\_\_\_

Street Address: \_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

URL: \_\_\_\_\_

### Booth Prices

#### Commercial/For Profit Vendor

\$1,500 per linear 8'x10' space - Area A

\$1,250 per linear 8'x10' space - Area B

#### Government/Non-Profit Vendor

\$750 per linear 8'x10' space - Area A

\$500 per linear 8'x10' space - Area B

Your booth space includes:

- 8'x10' draped booth with 3' side rails and 8' back drape
- 7" x 44" identification sign
- Company name and description listed in on-site program and directory of conference attendees
- One full complimentary meeting registration and two complimentary exhibit hall only passes for booth staff
- Complimentary breaks, continental breakfasts and reception

Booth carpeting, furniture, lighting, electric, internet, etc. are not included and must be purchased separately by the exhibitor.

Name for complimentary full registration: \_\_\_\_\_

Names (2) for complimentary exhibit hall only staff: \_\_\_\_\_

**Company description of 100 words or less and product/service listing must be received prior to booth space assignment. Please email the description to [brendabaker@conferencemanagers.com](mailto:brendabaker@conferencemanagers.com).**

### Booth Selection

Please select three scattered locations. Refer to the exhibit hall floor plan and record your first three choices below. Booth space will not be granted unless submitted by the applicant on the official application and contract for exhibit space. The numbered booths are hereby defined as specified in the Exhibitor Information brochure floor plan, and include an eight-foot-high back wall covered with flameproof material and two sidewalls. One identification sign per exhibiting company will be provided. No additional materials or services will be furnished unless specified by PHIN.

Please list your booth selection below:

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_

### Payment

Return this application and contract with a deposit of 50% of the total cost of the requested exhibit space. Once the deposit is received by PHIN, space will be assigned, and a confirmation copy will be returned for final payment. The balance of your payment will be due on or before April 15, 2005. Purchase of exhibit space after April 15, 2005 must be accompanied by payment for the entire cost of the exhibit space requested. All payments must be made in U.S. funds drawn on U.S. banks, payable to ASTHO. Checks not drawn on U.S. banks will be returned.

Exhibitors agree to observe the regulations on the reverse side, which are hereby acknowledged to be a part of this application and contract. If this application and contract has not been received, properly signed, and accompanied by a 50% deposit, and if final payment is not received by April 15, 2005, this application and contract may be declared null and void so that the space may be reassigned. The initial 50% deposit will not be refunded.

Total number of booth space(s) \_\_\_\_\_

Cost per booth space \$ \_\_\_\_\_

Total cost of booth space(s) \$ \_\_\_\_\_

Processing fee 5% \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

50% deposit included \$ \_\_\_\_\_

(required to reserve space)

Balance due \$ \_\_\_\_\_

(due on or before April 15, 2005)

☐ Check in the amount of \$ \_\_\_\_\_ enclosed

☐ Visa ☐ MasterCard ☐ American Express

Exp. Date \_\_\_\_\_ - \_\_\_\_\_

Signature \_\_\_\_\_

All applications must be signed in order to confirm booth reservations. We agree to abide by all rules and Regulations governing the exposition as printed on the reverse side hereof and which are a part of this application. Acceptance of this application by show management constitutes a contract.

Exhibitor's Authorized Signature

Title

Date

**NOTE: Space will only be assigned on receipt of contract, deposit and company description with product/service listing. Thank you!**

**Please sign and return this application/contract to:**

PHIN 2005 Exhibits Manager

13180 North Cleveland Avenue, Suite 132

N. Fort Myers, FL 33903

Fax (239) 656-0927 Phone (239) 656-0935

[brendabaker@conferencemanagers.com](mailto:brendabaker@conferencemanagers.com)

# EXHIBIT RULES AND REGULATIONS

## 3rd Annual Public Health Information Network Conference • May 10 - 12, 2005

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### 1. Official Exhibit Schedule

To be included in Exhibitor Manual. See Exhibitor and Sponsor Prospectus for details.

### 2. Show Management

The exhibition is organized and managed by PHIN. Any matters not covered in these Rules and Regulations are subject to the interpretation of PHIN and its designee(s), and all exhibitors must abide by their decisions. Exhibitors must comply with The Hyatt Regency Atlanta policies and procedures. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each exhibitor, for himself and his employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

### 3. Assignment of Booth Space

Booths are assigned in order of applications received.

### 4. Installation and Dismantle of Exhibits

Show Management reserves the right to fix the time for the installation of a booth prior to the Show opening and for its removal after the conclusion of the show. Under no circumstances will the addition to or removal of any portion of an exhibit be permitted during show hours. All booths must remain intact until the close of the show. Installation and dismantle must occur only during the installation and dismantle times designated in the Exhibitor Services Manual. Any material not called for by said time and date will be shipped at the exhibitor's expense, by a carrier selected by the official drayage contractor. No one under the age of 18 will be permitted on the exhibit floor during installation and dismantle hours.

### 5. Failure to Occupy Space

Space not occupied by the time designated in the Exhibitor Services Manual will be forfeited by exhibitors and their space may be resold, reassigned or used by the exhibit management without refund.

### 6. Rates, Deposits and Refunds

Space will be rented in accordance with the application form. No application will be processed or space assigned without a deposit in U.S. funds in the amount of 50% of the total cost. Space must be fully paid for by April 15, 2005. If assigned space is not paid for by April 15, 2005, it may be reassigned at the discretion of Show Management. If an exhibitor cancels all or part of purchased booth space on or prior to April 15, 2005, PHIN will retain 50% of booth cost. Any exhibitor who cancels all or part of purchased booth space after April 15, 2005 will not receive a refund and PHIN will retain as liquidated damages all monies paid. In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount set forth above, regardless of whether or not the Show Management enters into a further lease for the space involved. In the event that fire, strike or other circumstances beyond the control of the management causes the exhibit to be cancelled, full refund of the exhibit rental fees will be made which is the limit and extent of PHIN's liability for such cancellation. **All cancellation requests must be submitted in writing to the PHIN Exhibits Manager.**

### 7. Contractor Services

An official contractor will provide all services in the exhibit area. Complete information, instructions and schedule of prices regarding shipping, drayage, labor for installation and dismantling, electrical service, furniture, etc., will be included in the Exhibitor Services Manual to be forwarded from the official contractor. An exhibitors' service center will be maintained during applicable hours to facilitate services requested for additional needs of exhibitors. Under no circumstances will PHIN or The Hyatt Regency Atlanta assume responsibilities for loss or damage to goods consigned to the official contractor. Advance shipments of exhibit material must be made to the official contractor as specified in the Exhibitor Services Manual. Should any shipments not be made as specified in the manual, they will be removed by the official contractor and stored until the hall is ready to accept materials for the exhibition and all costs involved will be charged to the exhibiting company. Exhibitors are responsible for the information provided in the Exhibitor Services Manual.

### 8. Arrangement of Exhibits

Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. The show management reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking drape will be placed to cover unsightly wires, unfinished backwalls, etc. at the exhibitor's expense.

### 9. Booth Design

Each exhibitor will be provided with an official Exhibitor Services Manual. The Exhibitor Services Manual describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Exhibitor Services Manual. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Services Manual guidelines or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Displays should not exceed 8' in height. Exhibiting companies are responsible for furnishing, carpeting and cleaning their booths. All exhibits must comply with the public accommodation provisions of the Americans with Disabilities Act of 1991 (ADA). Any exhibit with raised flooring must be ramped.

### 10. Subleasing of Space

Exhibitors may not assign, sublet or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

### 11. Conduct

All exhibits will be to serve the interest of PHIN attendees and will be operated in a way that will not detract from other exhibits, the exhibition, or the meeting as a whole. The exhibit management reserves the right to request the immediate withdrawal of any exhibit that PHIN believes to be injurious to the purpose of PHIN. Management reserves the right to refuse to admit and eject from the exhibit building any objectionable or undesirable person or persons. The use of sideshow tactics or other undignified methods considered by PHIN to be objectionable are expressly prohibited in the exhibition area and in any meeting room.

### 12. Exhibitor's Personnel

All exhibitors must wear official PHIN name badges and ribbons for exhibit hall admission. Exhibitors will be admitted to the exhibit hall 30 minutes before show opening each day. All exhibitors and attendees will be required to leave the floor within 30 minutes after the show closes each day. Exhibitors needing to work during non-show hours must obtain permission from PHIN for entrance into the exhibit hall. **Each exhibit must be fully operational and staffed during the open exhibit hours as defined in the Exhibitor Services Manual.** Booths should be manned by company specialists who are qualified to discuss details of their company's products or services. Distribution of advertising material and souvenirs must be confined to the exhibitor's booth. Canvassing or distribution of advertising material or souvenirs in the exhibit hall by representatives of non-exhibiting firms is strictly forbidden.

### 13. Selling of Merchandise

Selling of merchandise on the show floor is prohibited. However, orders may be taken for fulfillment at the exhibiting company's main distribution center.

### 14. Sound Devices, Lighting and other Presentation Devices

Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. PHIN reserves the right to restrict the use of glaring lights or objectionable lighting effects. Music, whether vocal or instrumental, is prohibited. Equipment for demonstrations must not, in the judgment of PHIN, pose a radiation hazard. In addition, if the equipment has energy beams that might be potentially hazardous, such energy beams must be deactivated or made non-operative before installation.

### 15. Handout Materials

Promotional give-aways and exhibitor prize raffles will be permitted. All materials and prizes must have prior approval by PHIN. All hand-out materials are expected to be of a professional nature. PHING reserves the right to disallow any material that they believe to be inappropriate. Send samples to PHIN Exhibits Manager, 13180 North Cleveland Avenue, Suite 132, N. Ft. Myers, FL 33903 by April 15, 2005. No Helium balloons or adhesived-backed decals are to be used or given away.

### 16. Solicitation of Exhibitors

No persons will be permitted in the exhibit hall for the purpose of soliciting advertising or other exhibit space without the express written permission of PHIN.

### 17. Fire, Safety and Health

The exhibitor assumes all responsibility for compliance with local, city and state ordinances and regulations covering fire, safety and health. All exhibit equipment and materials must be located within the booth. Only fireproof materials may be used in displays and the exhibitor must take all necessary fire precautions. No combustible material will be stored in or around exhibit booths.

### 18. Labor

Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Information regarding specific regulations that are applicable may be obtained from the official contractor. Displays, painters, carpenters, electricians, and other skilled labor can be arranged through the official contractor at established rates. Labor order forms will be included in the Exhibitor Services Manual.

### 19. Storage

The exhibitor should make arrangements with the contracted decorator for storage of packing boxes and crates during the exhibition. PHIN assumes no responsibility for damage or loss of packing boxes or crates.

### 20. Food and Beverage

Exhibitor distribution of food and beverages for consumption in the building is prohibited, except with written permission from Show Management. All requests must be submitted in writing.

### 21. Liability and Security

PHIN makes no warranty, expressed or implied, that security measures will avert or prevent occurrences which may result in loss or damage. Each exhibitor must make provisions for the safeguarding of his or her goods, materials, equipment and display at all times. PHIN will not be liable for loss or damage to the property of exhibitors or their representatives or employees from theft, fire, accident or other causes. PHIN will not be liable for injury to exhibitors or their employees or for damage to property in their custody, owned or controlled by them, which claims for damages, injury, etc., may be incident to or arise from, or be in any way connected with their use or occupation of display space, and exhibitors will indemnify and hold harmless against such claim. Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Hotel, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from or arising from or out of the Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, the Hotel or any part thereof. The Exhibitor understands that the Hotel does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance. The exhibitor assumes all liability for any damage to the facility's floor, walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility. The exhibitor will pay and save PHIN and representatives, the city of Atlanta and the Hyatt Regency Atlanta harmless from any and all damages, loss or liability of any kind whatsoever resulting from injuries to persons or property occurring within the Hyatt Regency Atlanta or property adjacent thereto occasioned by any act, neglect or wrongdoing of the exhibitor or any of its officers, agents, representatives, guests or employees, invitees or other persons permitted by the exhibitor upon the premises, and the exhibitor will at its own cost and expense defend and protect PHIN, the city of Atlanta and Atlanta's Hyatt Regency against any and all such claims or demands.

Each exhibitor shall be responsible for securing and maintaining the following insurance coverages at the exhibitor's expense:

(a) Workman's compensation insurance coverage for exhibitor's employees which shall be in compliance with the laws of the State of Georgia;

(b) Commercial general liability insurance with policy limits of \$1,000,000 for combined single limit coverage to include: comprehensive form, premises/operations, contractual, broad form property damage and products/completed operations, providing for terms of coverage to be effective from on or before May 9, 2005 through and including May 12, 2005, which shall include exhibitor's move in and move out. Such insurance shall include PHIN and its agents and the Hyatt Regency Atlanta as additional insureds. Such insurance shall cover any and all damage or injury to any and all persons arising out of such person's attendance at the exhibitor's exhibit during the term of the PHIN 2005 conference;

(c) Other Insurance: Each exhibitor acknowledges that it is responsible for obtaining any additional insurance coverage solely at its own expense, in such amounts as it deems appropriate to comply with its obligations hereunder and for its own protection.

### 22. Trademarks

PHIN will be held harmless for any trademark, tradename, copyright or patent infringement on any printed materials belonging to or distributed by any exhibitor. Use of the Hyatt Regency Atlant logo, design, trademark, tradename, patent, copyrighted work or symbol must be approved in writing by the Hyatt Regency Atlanta's marketing department.

### 23. Photographing of Exhibits

Each exhibitor has control over the space it has rented and may prevent those considered its competitors from gaining access to or photographing its exhibit. The taking of pictures, other than by the official photographer, is expressly prohibited during setup, dismantling and non-exhibit hours, and cameras will not be allowed on the exhibit floor during these times. Only the exhibitor may grant permission to have its exhibit photographed, or an audio presentation taped, during exhibit hours. No exhibitor shall deny any reasonable request for permission to photograph the exhibit from outside the perimeter of the booth.

### 24. List Publication

The list of PHIN exhibitors, in whole or in part, shall not be published other than in PHIN approved publications.

### 25. Hotel Use

The public function space in the Hyatt Regency Atlanta is controlled by PHIN. No function space will be released to exhibiting firms or to other commercial firms for social functions without the permission of Show Management. Good taste and conformity to the purposes of the meeting must prevail. Showing of equipment or product presentations to registered members or guests of PHIN by exhibiting firms other than on the exhibit floor during the stated hours (see Rule 1) is expressly prohibited. Exhibitors may not use the hotel(s) to distribute literature, gifts, etc. to attendees.

### 26. Violations

Violation of any of these Rules and Regulations by the exhibitor or his or her employees or agents shall at the option of PHIN forfeit the exhibitor's right to occupy space and such exhibitor shall forfeit to PHIN all monies paid or due. Upon evidence of violation, PHIN may take possession of the space occupied by the exhibitor, and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that PHIN may incur thereby.

### 27. Severability

All agreements and covenants contained herein are severable, and in the event any of them shall be held to be invalid by any competent court, this agreement shall be interpreted as if such invalid agreements or covenants were not contained herein.

### 28. Contact

For questions or more information, please contact: PHIN Exhibits Manager, 13180 N. Cleveland Avenue, Suite 132, N. Ft., Myers, FL 33903; Phone: (239) 656-0935, Fax: (239) 656-0927, [brendabaker@conferencemanagers.com](mailto:brendabaker@conferencemanagers.com)



# Public Health Information Network

**May 10 - 13, 2005**

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